MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2215)

DBV5024 – DIGITAL BUSINESS VENTURE AND STRATEGY

(All sections/Groups)

20 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer all questions.

QUESTION 1

(a) Clarify the following terms:
(i) Digital business. (2 marks)
(ii) E-commerce. (2 marks)
(iii) Digital marketing. (2 marks)

(b) Provide **THREE (3)** main options for online media investment. Provide **ONE (1)** example for each option. (6 marks)

(c) Identify **FOUR (4)** risks in digital business. (4 marks)

(d) List **FOUR (4)** digital communications techniques. (4 marks)

(Total: 20 marks)

QUESTION 2

(a) List **FOUR (4)** parties involved in micro-environment. (4 marks)

(b) Explain the characteristics of channel in Business-to-Consumers (B2C) and business-to-Business (B2B). (4 marks)

(c) Describe the following terms:
(i) Intermediary. (2 marks)
(ii) Disintermediation. (2 marks)
(iii) Reintermediation. (2 marks)

(d) Explain the **FOUR (4)** macro-environment constraints and opportunities. (8 marks)

(Total: 22 marks)

QUESTION 3

(a) State the SLEPT factors in macro-environment. (5 marks)

(b) Identify **FOUR (4)** ethical issues concerned with personal information ownership. (8 marks)

(c) Describe any **THREE (3)** levels of localisation. (6 marks)

(Total: 19 marks)

Continued ...

QUESTION 4

(a) Define marketing. (2 marks)

(b) Determine any **FIVE (5)** inputs to the digital marketing plan. (5 marks)

(c) Identify any **FOUR (4)** benchmarking organisational digital marketing capabilities. (8 marks)

(d) One of the tools to help the company to study the current market situation is by doing TOWS analysis. Explain TOWS analysis. (8 marks)

(Total: 23 marks)

QUESTION 5

(a) Define e-CRM. (2 marks)

(b) Clarify the **FIVE (5)** marketing applications of Customer Relatioship Management (CRM). (10 marks)

(c) State the **FOUR (4)** classic marketing activities of customer relationship management. (4 marks)

(Total: 16 marks)

End of Paper